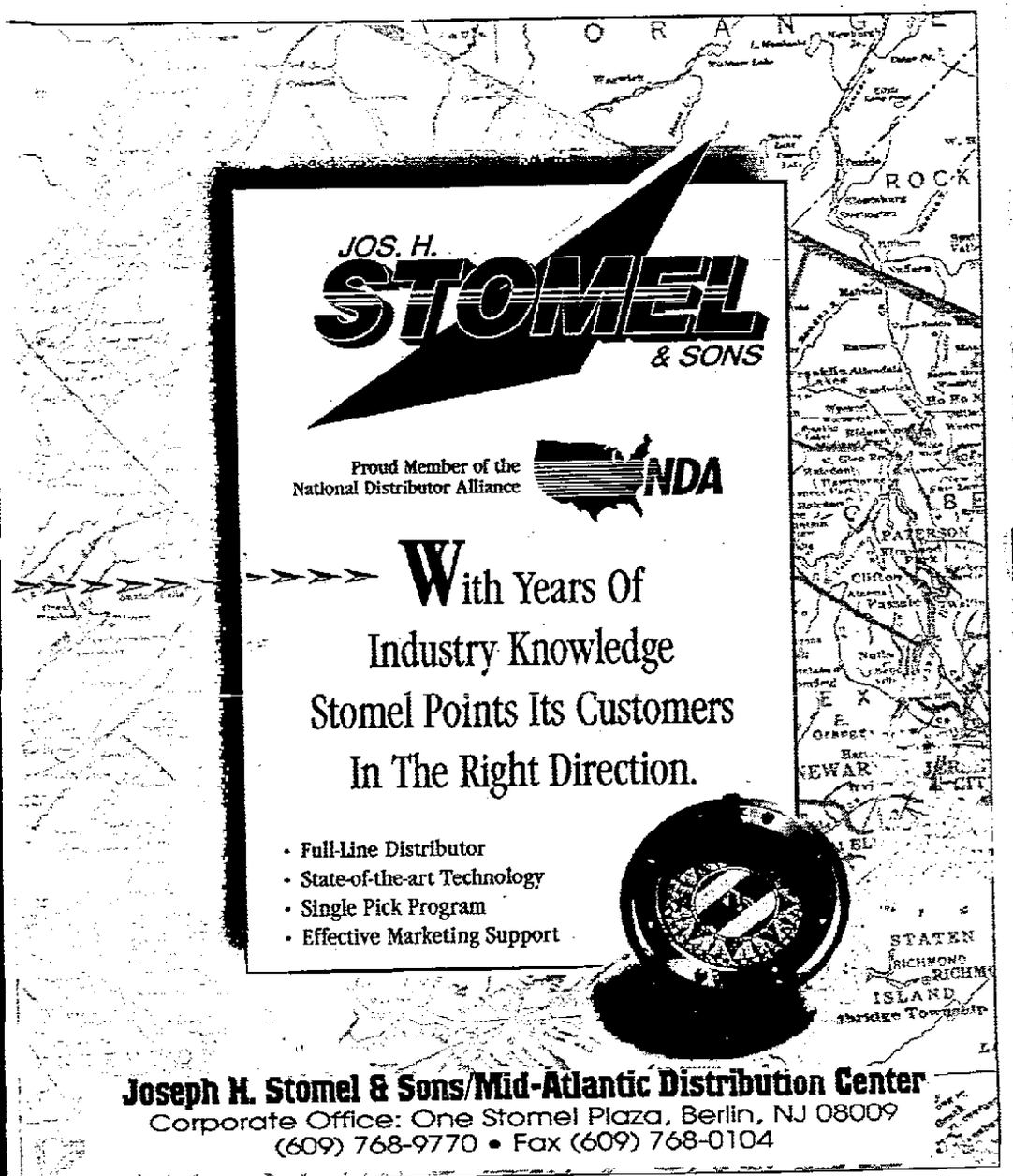


BOTTOM

WE DELIVER SATISFIED CUSTOMERS

NABISCO

CONVENIENCE PACKS

12 Count/$1.39 SRP

- #39938 Snackwells Devils Food/3.2 Ozs.
- #25375 Fig Newtons/6 Ozs.
- #25388 Oreo/5.25 Ozs.
- #25362 Chips Ahoy/6 Ozs.
- #25382 Lorna Doone/5 Ozs.
- #25368 Nilla Wafers/3.5 Ozs.
- #25415 Nutter Butter/5.25 Ozs.

FREE!
POSTER & SHELF TALKER INSIDE!

SAVE 84¢

See Inside Front Cover For More Nabisco Convenience Packs!

51847 7416

MID-ATLANTIC DISTRIBUTION CENTER

MAY 1996

One Stomel Plaza • Berlin, New Jersey 08009
(609) 768-9770
Fax (609) 768-0104

JOS. H. STOMEL & SONS

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

CONVENIENCE PACKS

NABISCO®

12 Count/$1.29 SRP

- #25414 Ritz Crackers/4 Ozs.
- #25410 Wheat Thins/4 Ozs.
- #25401 Premium Crackers/4 Ozs.
- #25399 Ritz Bits/4.5 Ozs.

SAVE 84¢

JOS. H. STOMEL & SONS

51847 7417

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

Clip and Return To Your STOMEL Sales Rep

CONTENTS/RECAP/ORDER SHEET

This Recap Order Sheet Is Included To Help Make Your Ordering Easier.
Simply Fill In The Quantity You Want and Write In Your Store Information.
Then Just Tear Out and Hand It To Your STOMEL Representative.

Thank You!

MID-ATLANTIC Distribution Center
(609) 768-9770
FAX (609) 768-0104

Acct. #_____
Name: _____
Address: _____
_____
City: _____
State: _____ Zip: _____
Phone #: _____
Salesperson: _____

Page # Item #	ORDER #1	ORDER #2	
1			**NABISCO CONVENIENCE PACKS**
39938	____	____	Snackwells Devils Food
25375	____	____	Fig Newtons
25388	____	____	Oreo
25362	____	____	Chips Ahoy
25382	____	____	Lorna Doone
25368	____	____	Nilla Wafers
25415	____	____	Nutter Butter
2			**NABISCO CONVENIENCE PACKS**
25414	____	____	Ritz Crackers
25410	____	____	Wheat Thins
25401	____	____	Premium Crackers
25399	____	____	Ritz Bits
5			**BUBBLE YUM**
14104	____	____	Sugarless Regular
14169	____	____	Cyclone Fruits
14188	____	____	Cotton Candy
14209	____	____	Grape
14233	____	____	Regular
14238	____	____	Jungle Fruits
14263	____	____	Watermelon
6			**HERSHEY'S**
20609	____	____	13 Box Deal
22177	____	____	Reese's PB Cups
21241	____	____	Kit Kat
22188	____	____	Reese's Nutrageous
21020	____	____	Hershey's Milk
21007	____	____	Hershey's Almond
21015	____	____	Cookies 'n' Creme
7			**CALLARD & BOWSER**
20500	____	____	Butterscotch
20513	____	____	Chocolate Toffee
20526	____	____	English Toffee
8			**NESTLE**
20607	____	____	8 Box Deal

51847 7418

Sale Prices in Effect 4/29 - 5/31/96 Only!

Source: https://www.industrydocuments.ucsf.edu/docs/gzgv0000

MID-ATLANTIC Distribution Center
(609) 768-9770
FAX (609) 768-0104

20643	____	____	Chunky Original
21826	____	____	Nestle Crunch
21878	____	____	Oh Henry!
22091	____	____	Raisinets
20240	____	____	100 Grand
20484	____	____	Nestle Buncha Crunch
20851	____	____	Goobers
21839	____	____	Nestle Milk

9 AMERICAN CHICLE

15297	____	____	Certs Cool Mints Counter Unit

10 E-Z WIDER

57771	____	____	Regular
57784	____	____	1.5
57797	____	____	1.25
57872	____	____	1.5 Light
57867	____	____	Joker 1.5

11 DURACELL BATTERIES

60048	____	____	DGC1 Pre-Pack

12 KINGSFORD

62321	____	____	6/10 Lbs. Charcoal
92931	____	____	6/8 Lbs. Match Light
62308	____	____	Lighter Fluid

13 CAR FRESHNER

21336	____	____	New Car Scent Blister
21338	____	____	Strawberry Blister
21340	____	____	Cinnaberry Blister
60915	____	____	Vanillaroma Blister
61112	____	____	Royal Pine Blister

14 AMERICAN HOME FOODS

91368	____	____	Pam Cooking Spray
36777	____	____	Crunch 'n Munch Caramel
38135	____	____	Crunch 'n Munch Fat Free Butter Toffee

Clip and Return To Your STOMEL Sales Rep

51847 7419

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

Bubble Yum®

BUBBLE GUM

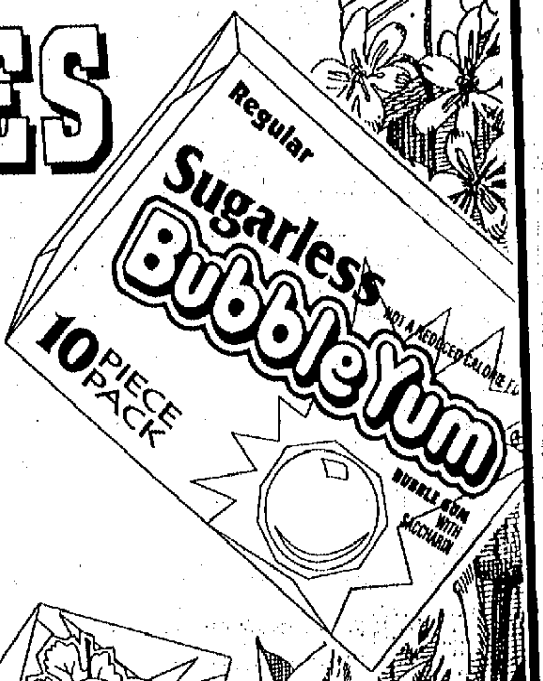
SINGLES

24 Count/45¢ SRP

- #14104 Sugarless Regular

18 Count/45¢ SRP

- #14169 Cyclone Fruits
- #14188 Cotton Candy
- #14209 Grape
- #14233 Regular
- #14238 Jungle Fruit
- #14263 Watermelon



SAVE 35¢

JOS. H. STOMEL & SONS

51847 7420

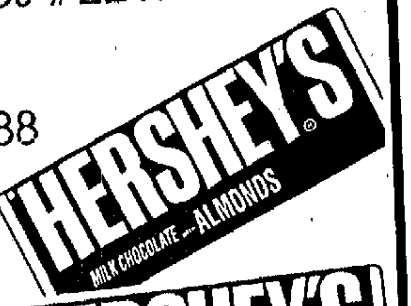
Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

HERSHEY'S®

13 BOX DEAL!

• #20609 Deal Contains

- 3 Boxes Reese's Peanut Butter Cups #22177
- 3 Boxes Kit Kat #21241
- 2 Boxes Reese's Nutrageous #22188
- 2 Boxes Hershey's Milk #21020
- 2 Boxes Hershey's Almond #21007
- 1 Box Cookies 'n' Creme #21015



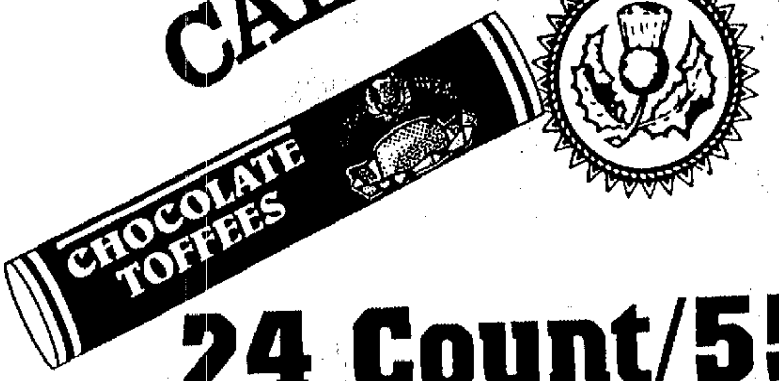
SAVE 4.00 PER DEAL!

51847 7421

JOS. H. STOMEL & SONS

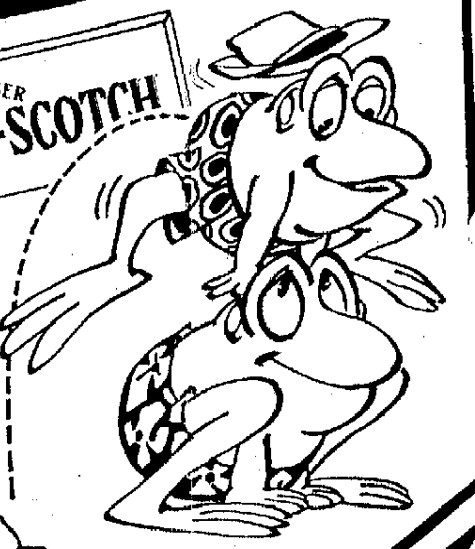
Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

CALLARD & BOWSER



24 Count/55¢ SRP

- #20500 Butterscotch
- #20513 Chocolate Toffee
- #20526 English Toffee



SAVE 50¢

JOS. H. STONEL & SONS

51847 7422

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

Nestlé MAY MADNESS

BUY
8 BOXES
AND SAVE
4.00
PER DEAL!
THAT'S
50¢ PER BOX
SAVINGS!

DEAL #20607

DEAL CONTAINS:

36 Count/55¢ SRP

- #20643 Chunky Original
- #21826 Nestle Crunch
- #20240 100 Grand
- #21878 Oh Henry!
- #22091 Raisinets

24 Count/55¢ SRP

- #20484 Nestle Buncha Crunch
- #20851 Goobers
- #21839 Nestle Milk

JOS. H. STOMEL & SONS

51847 7423

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

THIS IS A WINDOW SIGN!

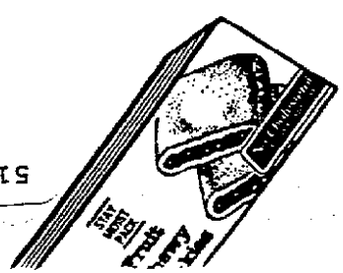
1. Please remove staples carefully - don't tear.
2. Hang sign in your window as soon as possible.
3. Watch your sales and profits grow!

51847 7424

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

CONVENIENCE PACKS

- Snackwells Devils Food
- Fig Newtons
- Oreo
- Chips Ahoy
- Lorna Doone
- Nille Wafers



51847 7425

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

NABISCO

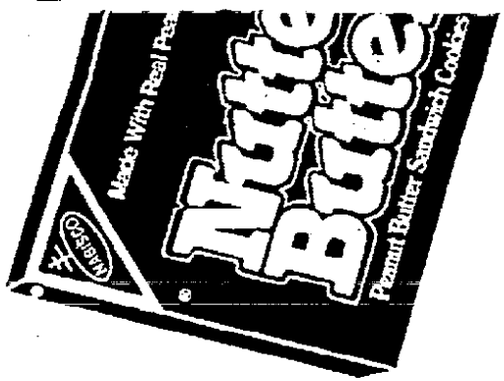
CONVENIENCE PACKS

- Snackwells Devils Food
- Fig Newtons
- Oreo
- Chips Ahoy
- Lorna Doone
- Nilla Wafers
- Nutter Butter

$1.39 each

51847 7426

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000



- Nilla Wafers
- Nutter Butter

Special!

$1.39

51847 7427

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

51847 7428

THIS IS A WINDOW SIGN!

1. Please remove staples carefully - don't tear.
2. Hang sign in your window as soon as possible.
3. Watch your sales and profits grow!

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

American Chicle

CERTS®

COOL MINTS

COUNTER UNIT

- #15297

COMBO CONTAINS:

- 2 Boxes Cool Mint Drops 12 Count/89¢ SRP
- 1 Box Extra Flavor Certs Peppermint 24 Count/55¢ SRP

PLUS! 2 COOL MINT FLIP TOP BOXES

FREE!

SAVE 1.00

JOS. H. STOMEL & SONS

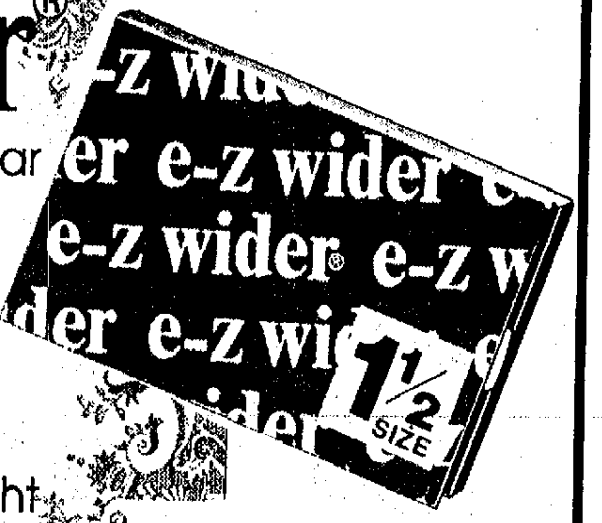
51847 7429

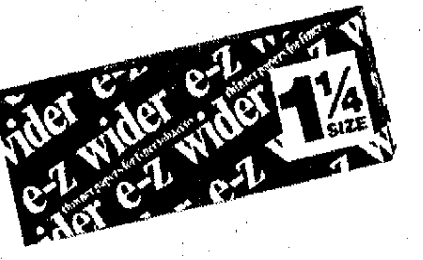
Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

e-z wider®

- #57771 E-Z Wider Regular
  50 Count/$1.09 SRP
- #57784 E-Z Wider 1.5
  24 Count/$1.09 SRP
- #57797 E-Z Wider 1.25
  24 Count/$1.09 SRP
- #57872 E-Z Wider 1.5 Light
  24 Count/$1.09 SRP

SAVE 3.00





JOKER®

- #57867 Joker 1.5
- 24 Count/$1.09 SRP

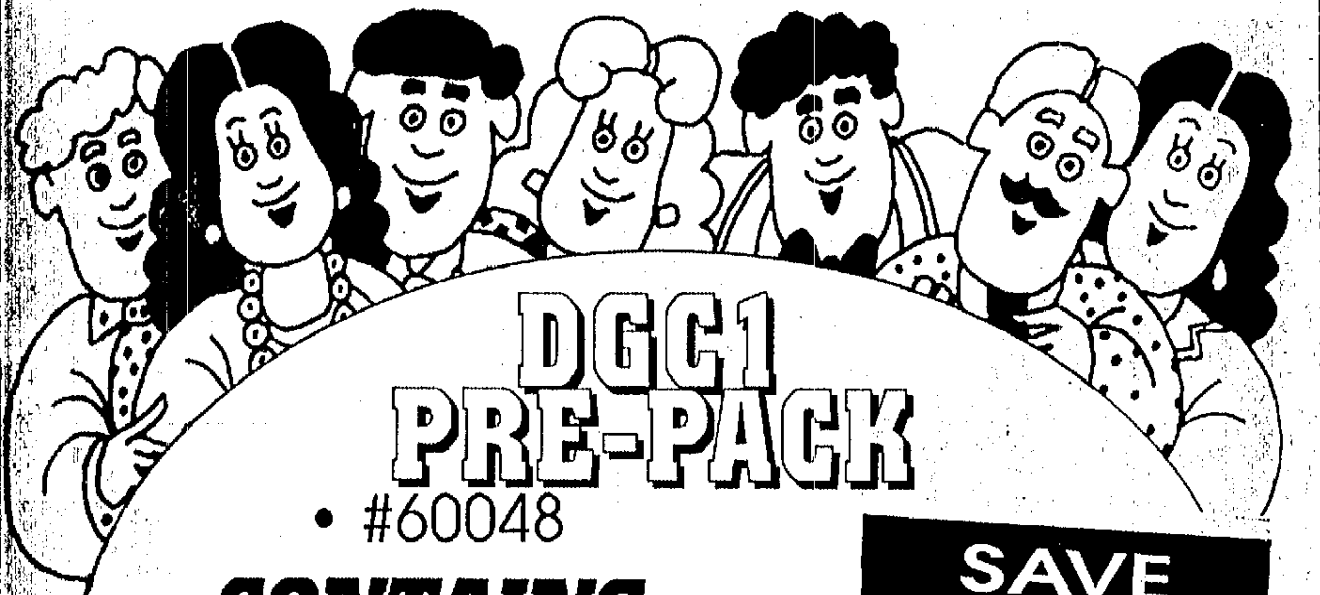
SAVE 3.00

JOS. H. STOMEL & SONS

51847 7430

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

DURACELL®



DGC1
PRE-PACK

- #60048

CONTAINS:

- 9 pcs. "D" 2 Pack
- 8 pcs. "C" 2 Pack
- 35 pcs. "AA" 2 Pack
- 6 pcs. "9 Volt" 1 Pack
- 9 pcs. "AAA" 2 Pack

SAVE 10.00

JOS. H. STOMEL & SONS

51847 7431

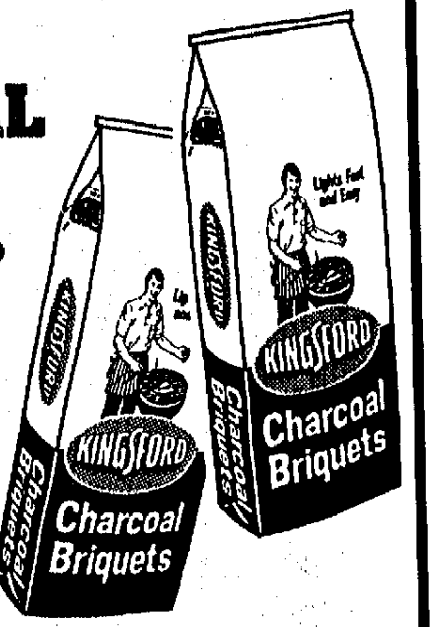
Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

It's Barbeque Time!

6/10 LB. CHARCOAL

- #62321
- $5.19 SRP

SAVE 1.25 PER CASE!



KINGSFORD®

LIGHTER FLUID

- #62308
- 12/32 Ozs.
- $1.59 SRP

SAVE 1.00 PER CASE!

6/8 LB. MATCH LIGHT

- #92931
- $6.09 SRP

SAVE 1.50 PER CASE!

JOS. H. STOMEL & SONS

51847 7432

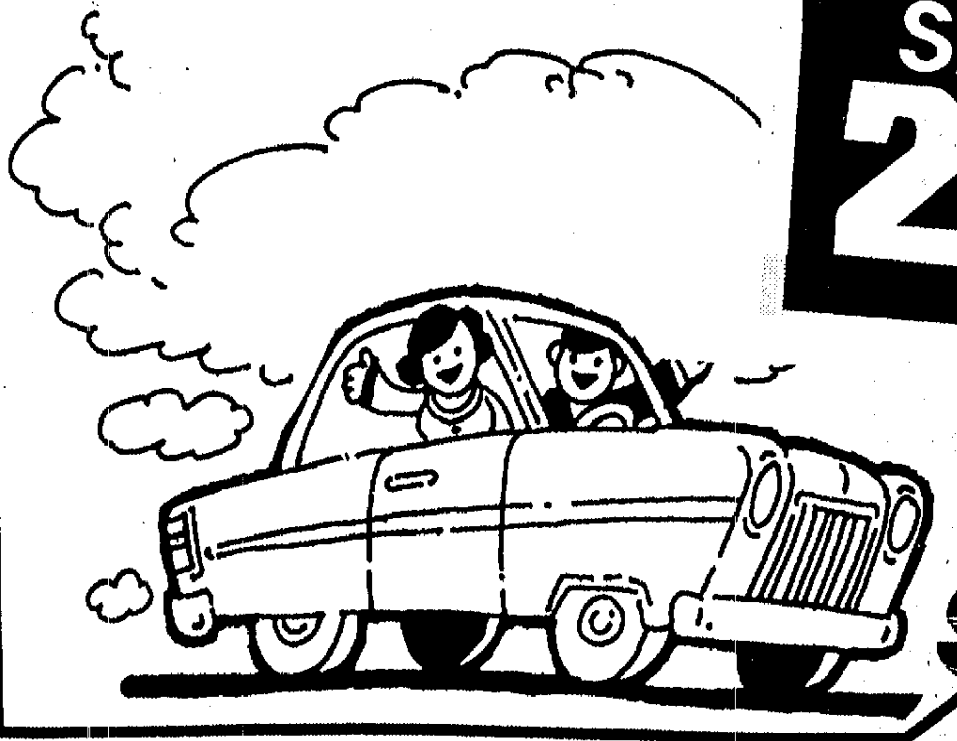
Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

Car-Freshner®

24 Count/69¢ SRP
BLISTER PACKS

- #21336 New Car Scent
- #21338 Strawberry
- #21340 Cinnaberry
- #60915 Vanillaroma
- #61112 Royal Pine

SAVE 25¢



JOS. H. STOMEL & SONS

51847 7433

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

PAM
COOKING SPRAY

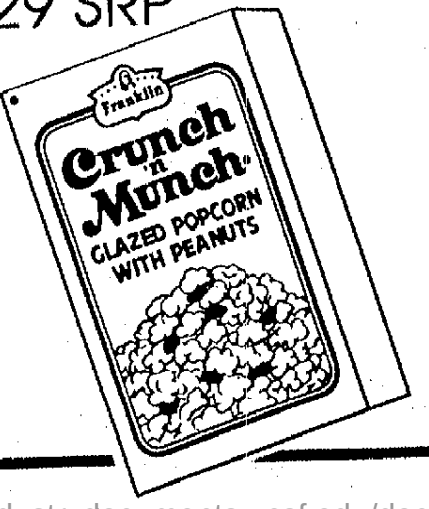
- #91368
- 12/6 Ozs.
- $3.69 SRP

SAVE 1.00 PER CASE!

Crunch 'n Munch

- #36777 Caramel
- #38135 "Fat Free" Butter Toffee
- 12/5 Ozs • $1.29 SRP

SAVE 50¢ PER CASE!



JOS. H. STOMEL & SON

51847 7434

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000

S T O M E L

MERCHANDISING MOMENT

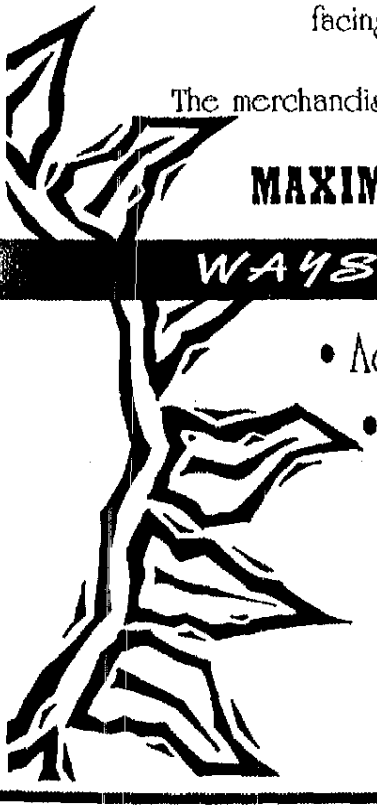
With the arrival of May,
we spring forward in anticipation
of a wonderful Summer season..
As the weather becomes warmer
your customers will be looking for, and purchasing
more single serve beverages. After Easter, it should
become routine for the aggressive retailer
to reset, remerchandise, and re-examine
coolers and the entire beverage category.

As a test, look in your order book and count how many sizes, flavors, and varieties of juices, water, soda and isotonics that are available. Now, count the facings in your coolers, the number should be similar.

The merchandising tip for this month is to look at what is offered to you, and create a way to

MAXIMIZE THESE PRODUCTS TO YOUR CUSTOMERS!

WAYS TO MAXIMIZE SPACE



- Add Extra Shelves.
- Eliminate Facings and Add SKU's.
- Keep Like Products Together in the Same Door.
- Have a Warm Beverage Section for Slower Movers.

JOS. H. STOMEL & SONS

51847 7435

Source: https://www.industrydocuments.ucsf.edu/docs/gzgy0000